

Message Text

UNCLASSIFIED

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ACTION EB-08

INFO OCT-01 EA-12 ISO-00 CAB-05 CIAE-00 COME-00
DODE-00 DOTE-00 INR-10 NSAE-00 FAA-00 L-03 ICA-20
SS-15 NSC-05 TRSE-00 PA-02 AID-05 FRB-01 XMB-04
OPIC-06 SP-02 LAB-04 SIL-01 OMB-01 /105 W
-----125929 170906Z /20

P 170608Z MAY 78
FM AMEMBASSY TOKYO
TO SECSTATE WASHDC PRIORITY 7968

UNCLAS SECTION 01 OF 02 TOKYO 08829

PASS ICA AND COMMERCE/USTS

E.O. 11652: NA
TAGS: ETRD, JA, US
SUBJECT: JAPAN AIR LINES VISIT USA PROMOTION

1. SUMMARY: POST HAS BEEN APPROACHED BY JAPAN AIR LINES CONCERNING A PROPOSED MAJOR VISIT USA CAMPAIGN TO BE LAUNCHED DURING JULY-SEPTEMBER 1978 PERIOD. JAL, AS JAPAN'S NATIONAL FLAG CARRIER, TELLS US IT HAS CHOSEN TO MOUNT THIS CAMPAIGN BECAUSE OF THE INCREASED IMPORTANCE OF IMPROVING U.S.-JAPAN TRADE RELATIONS THROUGH EXPANDED JAPANESE TRAVEL TO THE UNITED STATES, THEREBY CONTRIBUTING TO REDUCTION U.S. BALANCE OF PAYMENTS DEFICIT. EFFORT BEING ENCOURAGED BY JAPANESE MINISTRIES OF FOREIGN AFFAIRS AND TRANSPORTATION, AND WILL BE MOUNTED NATIONWIDE WITH A TOTAL EXPENDITURE OF OVER 3.5 MILLION DOLLARS. SPECIFIC ACTION REQUESTED OF WASHINGTON IS ASSISTANCE IN INDUCING NOTED AMERICAN ENTERTAINMENT PERSONALITIES TO APPEAR IN "COME TO AMERICA" COMMERCIALS AND ADVERTISEMENTS. END SUMMARY.

2. THE PLANNED JAL CAMPAIGN INCLUDES FOUR MAJOR PROGRAMS AS FOLLOWS:
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(A) "COME TO AMERICA" ADVERTISING CAMPAIGN WITH FULL-PAGE AND CENTER SPREAD INSERTIONS IN FOUR MAJOR NATIONWIDE NEWSPAPERS AND NUMEROUS MAGAZINES, TV COMMERCIALS ON ALL MAJOR NETWORKS, AND RADIO SPOTS. ADVERTISEMENTS ARE DESIGNED TO FEATURE WELL-KNOWN AMERICAN PERSONALITIES SUCH AS PAUL NEWMAN, CHARLTON HESTON, JACK NICKLAUS, ETC.,

WHO COMMAND AN AMERICAN IMAGE AMONG THE JAPANESE.

(B) "SISTER CITY RALLY" PUBLICITY CAMPAIGN WHICH WILL CONSIST OF ABOUT FIFTEEN FOUR TO FIVE-MAN TEAMS REPRESENTING VARIOUS JAPANESE CITIES VISITING THEIR COUNTERPART SISTER CITIES IN THE U.S. EACH TEAM WILL CONSIST OF A SPECIAL REPRESENTATIVE OF THE CITY (INCLUDING PERHAPS THE MISS-WHATEVER-CITY) PLUS A JOURNALIST/PHOTOGRAPHER TEAM REPRESENTING THE LOCAL PRINT OR AIR MEDIA WHO WILL PREPARE FEATURES BASED ON THE TOUR TO BE PUBLISHED/BROADCAST LOCALLY IN JAPAN. JOURNALISTS ON TEAMS WOULD TRAVEL TO U.S. VIA JAL ON CAB WAIVER TO BE PROVIDED BY U.S. TRAVEL SERVICE, THEN UTILIZE MOTOR VEHICLES, POSSIBLY IN TIE-UP WITH AVIS OR HERTZ RENTAL CARS, TO REACH THEIR DESTINATION CITIES. JAPANESE MEDIA COVERAGE RESULTING FROM THESE TOURS WILL BE EXTENSIVE.

(C) "AMERICAN FESTIVAL" CONSUMER CAMPAIGN WHICH WILL BE A TEN-DAY TO TWO-WEEK MAMMOTH FAIR TO BE MOUNTED IN CENTRAL TOKYO LOCATION IN COOPERATION WITH NATIONWIDE RADIO NETWORK, MAJOR PUBLICATION, AND VARIOUS U.S. CONSUMER PRODUCT IMPORTERS AND MAJOR LOCAL MANUFACTURERS. THERE WILL BE BOOTHS OFFERING AMERICAN CONSUMER GOODS AND FOOD PRODUCTS AS WELL AS TYPICAL AMERICAN ENTERTAINMENT SUCH AS LIVE REVUES, MUSICAL GROUPS, MOTION PICTURES, AND A USA DISCOTHEQUE. LOCATION CURRENTLY UNDER CONSIDERATION IS UNCLASSIFIED

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SIX-BLOCK STRETCH OF POPULAR SHOPPING STREET IN CENTRAL TOKYO. BASED ON PAST EXPERIENCE, JAL IS CONFIDENT THAT FESTIVAL WILL DRAW NATIONWIDE RESULTING IN SEVERAL MILLION DOLLARS IN SALES OF AMERICAN PRODUCTS.

(D) "JAL VISIT USA NIGHT" CONSUMER CAMPAIGN WHICH WILL FEATURE NOTED AMERICAN ENTERTAINMENT GROUP(S) VISITING FIFTEEN OR MORE MAJOR CITIES IN JAPAN. JAL WILL WORK WITH THEIR LOCAL OFFICES AND TRAVEL AGENCIES IN EACH AREA TO INVITE POTENTIAL JAPANESE OVERSEAS TRAVELERS TO WHOM THEY WILL SELL THE "COME TO AMERICA" MESSAGE. THEY ARE CURRENTLY NEGOTIATING WITH WALT DISNEY PRODUCTIONS TO BRING OVER A GROUP FROM DISNEYLAND/DISNEY WORLD, INCLUDING MICKEY MOUSE WHO IS CELEBRATING HIS 50TH BIRTHDAY THIS YEAR.

3. THIS IS A MOST AMBITIOUS AND ALL-ENCOMPASSING UNDERTAKING BY JAPAN'S NATIONAL FLAG CARRIER WHICH WILL UNDOUBTEDLY BOOST TOURISM TO U.S. THE THREE AMERICAN-FLAG CARRIERS--PAA, NWA, AND CONTINENTAL--AGREE THAT SUCH AN EFFORT WILL HAVE TREMENDOUS SPILLOVER EFFECT AND THAT THEIR POTENTIAL MARKET OF VISITORS TO THE U.S. CAN ONLY BE EN-

HANCED AS RESULT. U.S. DOMESTIC CARRIERS, HOTELIERS, GROUND TRANSPORT COMPANIES AND OTHER U.S. TRAVEL SUPPLIERS WHO ARE REPRESENTED IN JAPAN WELCOME THE OPPORTUNITY AS A GREAT BOOST TO THEIR MARKETING EFFORTS.

4. COMMERCE'S U.S. TRAVEL SERVICE IS RENDERING EVERY POSSIBLE SUPPORT TO THIS EFFORT WITHIN THE SCOPE OF ITS MISSION. EMBASSY ECONOMIC/COMMERCIAL SECTION HAS BEEN REQUESTED TO PROVIDE ASSISTANCE TO THE AMERICAN FESTIVAL. ICA WILL ALSO ASSIST IN PROVIDING GUIDANCE AND COORDINATION IN LINE WITH ITS OWN MISSION OBJECTIVES.

5. ACTION REQUESTED: THERE IS ONE PARTICULAR ITEM WHICH REQUIRES WASHINGTON ASSISTANCE. JAPAN AIR LINES

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OPIC-06 SP-02 LAB-04 SIL-01 OMB-01 /105 W
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PASS ICA AND COMMERCE/USTS

SAYS IT HAS NO DIRECT TIES WITH NOTED PERSONALITIES IN THE U.S. WHO MIGHT BE WILLING TO APPEAR IN THE "COME TO AMERICA" COMMERCIALS AND ADS AS A PUBLIC SERVICE EFFORT. THEIR BUDGET DOES NOT ALLOW FOR FULL PAYMENT OF REMUNERATION WHICH MAY NORMALLY BE REQUIRED BY SUCH PERSONALITIES. SINCE THE MESSAGE IS DESIGNED TO DELIVER AN INVITATION TO THE JAPANESE PEOPLE BY REPRESENTATIVE FIGURES OF AMERICA, THEY ARE HOPEFUL THAT PERSONALITIES SUCH AS PAUL NEWMAN, CHARLTON HESTON, OR POSSIBLY OTHERS, MIGHT BE WILLING TO PARTICIPATE, IF NOT FREE OF CHARGE, FOR A NOMINAL FEE WHICH MIGHT THEN BE CONTRIBUTED TO A WORTHY JAPANESE CHARITY.

6. WE HAVE REVIEWED PROPOSED AD LAYOUTS AND ARE ASSURED THAT JAL WILL MAINTAIN VERY LOW PROFILE IN TERMS OF COM-

MERCIAL MESSAGE WITH ONLY A SMALL COMPANY LOGO APPEARING
IN ONE CORNER. BALANCE OF SPACE IS DEVOTED TO PURE "COME
TO AMERICA" MESSAGE BY FEATURED PERSONALITY, SPECIFIC U.S.
TOUR OFFERINGS, FESTIVALS AND SPECIAL EVENTS IN THE U.S.
SHOULD WASHINGTON AGENCIES WISH TO VIEW AD MOCKUPS PRIOR
TO MAKING COMMITMENT, COPY IS AVAILABLE IN OFFICE OF
MARKETING AND FIELD OPERATIONS (HENRY RIEGNER, MANAGING
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DIRECTOR), U.S. TRAVEL SERVICE, DEPARTMENT OF COMMERCE
(377-5246). ALSO, FOR MORE DETAILED ADDITIONAL BACKGROUND
INFORMATION, CONTACT MR. MIDE NAGAI, MANAGER, ADVERTISING
DEPARTMENT, VICE PRESIDENT'S OFFICE-THE AMERICAS, JAPAN
AIR LINES, NEW YORK (PHONE 212-758-8850).

7. SUGGEST STATE, ICA, AND USTS COORDINATE TO DECIDE
WHICH AGENCY MIGHT MOST EFFECTIVELY MAKE REQUEST TO
PERSONALITIES.

8. JAL HOPES TO FILM/PHOTOGRAPH PERSONALITIES FOR ADS
NO LATER THAN MID-JUNE IN ORDER TO BEGIN PLACEMENT OF ADS
BEGINNING JULY 1. IN VIEW OF SHORT LEADTIME, WOULD AP-
PRECiate RECEIVING COMMENTS/REACTIONS TO THIS
REQUEST BY MAY 23. MANSFIELD

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Message Attributes

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